

ARBOR[®]

NETWORKS

 inSegment

CASE STUDY



LEAD GENERATION

ABOUT

Arbor Networks helps secure the world's largest enterprise and service provider networks from DDoS attacks and advanced threats. Arbor is the world's leading provider of DDoS protection in the enterprise, carrier and mobile market segments. Arbor also delivers market-leading analytics for dynamic incident response, historical analysis, visualization and forensics.

Arbor partnered with inSegment to generate leads for Arbor DDoS security and launch their new advanced persistent threat (APT) solution. Because advanced persistent threats are ever-evolving, Arbor needed to inform target audiences about APTs in order to build awareness of their new product, Arbor Networks Spectrum. inSegment therefore took a holistic approach to the Arbor program, including content syndication, email marketing, paid search, programmatic display, search engine optimization, and creative development.

GOALS

inSegment used the above tactics to:

- Generate brand awareness within Arbor's very specific target audience: IT decision-makers at companies with over 1000 employees, located in the United States or United Kingdom.
- Generate qualified leads by syndicating Arbor's whitepaper assets.
- Align prospects with Arbor content that is relevant to the stage they're currently in within the CEB Buying Journey.

CHALLENGES

- While already an industry leader in DDoS protection, Arbor wanted to use its cutting-edge research to leapfrog competitors like Radware and Akamai and become the leading enterprise in the field.
- Arbor's expansion into advanced persistent threat technology also posed a new challenge for the brand, as many people do not understand APTs or why they need protection against them.

METHODOLOGY

The framework of Arbor's program was largely based upon the six-stage CEB Buyer's Journey model of sales and marketing. In accordance with this model, inSegment worked with Arbor to refine their approaches at each stage to ensure that each user receives targeted, relevant content that moves them along the Buyer's Journey.

In order to engage with prospects in the awareness stage of the Buyer's Journey, inSegment introduced a leading RTB programmatic platform, INFUSE Programmatic, to buy display inventory for Arbor programmatically. inSegment then used third party data to identify members of Arbor's target audience and serve strategic, redesigned banners and ads to them. inSegment also introduced a real-time social media analytics platform, INFUSE Social, to Arbor. INFUSE Social monitors all mentions of Arbor's brand on social media (Automattic, Disqus, Google+, Instagram, blogs, news outlets, RSS, Reddit, Tumblr, Twitter, YouTube) and the sentiment of those mentions. Having the ability to monitor social activity regarding Arbor's brand enables them to build a positive reputation digitally by amplifying positive sentiment and stamping out negative sentiment before it festers.

For prospects further along in the buying journey who are researching DDoS or advanced threat, inSegment optimized Arbor's content to ensure it was available and easy to find. To target these prospects, inSegment focused on search (organic and paid) and, most prominently, content syndication.

Throughout the process, content syndication was the largest focus. inSegment provided Arbor with competitive CPLs, a long tail of providers, and transparency for high quality and low cost. inSegment also managed all providers so Arbor only had to deal with one point of contact. Additionally, inSegment's own lead verification team, Let's Verify, filtered out any junk information so that Arbor received only real, qualified leads. These processes ensured that Arbor's content was promoted to Arbor's target audience according to its specific criteria.

RESULTS

There was a strong correlation in conversions across all channels (main website, paid search, remarketing), as performance tended to increase when content syndication lead volume went up. Additionally, inSegment brought down the CPL in all 4 quarters of the CS program.

Paid search conversions increased 157% in the first quarter due to an optimized landing page, efficient keyword control, high quality ad copy, negative keyword management, and the addition of relevant ad extensions. Additionally, CTR increased from 1% in October to 4% in March.

Since the beginning of the contract and mutual agreement on the target keyword focus of the page, there have also been consistent improvements in SEO rankings on several DDoS terms, achieved by on-page recommendations and content alignment for each term. inSegment of course continues to track these results and make changes to the media plan accordingly, aligning custom questions with business goals, promoting new assets, and optimizing toward more qualified leads.



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